



TEXAS DEPARTMENT OF HEALTH
AUSTIN TEXAS
INTER-OFFICE

TO: Regional Directors
Directors, Local Health Departments
Directors, Independent WIC Local Agencies
Director, Office of Public Health Practice

FROM: Barbara Keir, Director
Division of Public Health Nutrition and Education
Bureau of Nutrition Services

ORIGINAL SIGNED

DATE: November 30, 2001

SUBJECT: Formula Conference Call Scheduled December 4, 2001

We have been notified by Mead Johnson that due to the evolving infant formula marketplace, they have decided to update the packaging of the infant formula powder product line. Beginning in February, 2002, Mead Johnson will begin to standardize the infant formula powder to 14.3 dry ounces. This new size will replace the 14 oz and 16 oz packages currently found in retail stores.

The new can sizes are expected to be available nationally by May 17, 2002. Mead Johnson plans to have the new packages released to the retail market beginning in February, but have indicated that they do not expect it will happen in Texas until the end of March.

The changes are:	Current	New
Enfamil with Iron Powder	1 lb can	14.3 oz can
Lactofree Powder	14 oz can	14.3 oz can
ProSobee Powder	14 oz can	14.3 oz can

These changes have a big impact on the WIC community. We will need to educate our parent/guardians and our vendors of the change, and provide them with information on the purchasing of the formula when both sizes are still on the shelf.

We will conduct a conference call on December 4, 2001 to discuss this topic in detail. Please have a representative from your agency attend either the session assigned or make arrangements with Patti Fitch, Clinical Nutrition Coordinator, (512) 458-7111, extension 3598, for one of the other time slots. **Attendance is required.**

To connect to the conference call on December 4, 2001, dial (512) 463-1928. Then enter: 1501518# (Don't forget to enter the pound sign at the end.)

Projects #01 - 36 Assigned to 11:00 - 12:00 time slot
Projects #37 - 70 Assigned to 1:30 - 2:30 time slot
Projects #71 - 107 Assigned to 3:00 - 4:00 time slot